

## Message Text

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41

ACTION EB-07

INFO OCT-01 IO-13 ISO-00 L-03 FRB-03 OMB-01 ITC-01 SP-02

USIA-06 AGR-05 AID-05 CIAE-00 COME-00 INR-07 LAB-04

NSAE-00 OIC-02 SIL-01 STR-04 TRSE-00 CIEP-01 CEA-01

SS-15 NSC-05 AF-08 ARA-06 EA-07 EUR-12 NEA-10 /130 W

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P 231624Z SEP 76

FM USMISSION GENEVA

TO SECSTATE WASHDC PRIORITY 2505

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E.O. 11652: N/A

TAGSS: UNCTAD, ETRD

SUBJ: UNCTAD TDB: PROPOSAL BY AUSTRIA ON INTERNATIONAL TRADE  
CENTER (ITC)

1. AUSTRIAN AMBASSADOR MARTINS HAS INFORMED MISSION THAT AUSTRIA WOULD LIKE TO RAISE AT TDB QUESTION OF INCREASED SUPPORT FOR UNCTAD/GATT INTERNATIONAL TRADE CENTER - AGENDA ITEM 6 (A). MARTINS CALLED OUR ATTENTION TO RECOMMENDATION IN PARA 5 (E) OF REPORT OF JOINT ADVISORY GROUP OF ITC (ITC/AG (IX/49)) WHICH RECOMMENDS THAT ITC DEVELOP NEW REGIONAL ACTIVITIES TO BE FINANCED BY UNDP TO IDENTIFY MARKET OPPORTUNITIES THAT COULD BE OPEN TO DEVELOPING COUNTRIES UNDER GSP. HE ALSO NOTED STATEMENT IN PART I SECTION A PARA (E) OF RESOLUTION 96 (IV) CALLING FOR UNCTAD PURSUE WORK IN FIELD OF DISSEMINATION OF INFORMATION, TRADE AND INDUSTRIAL PROMOTION ON PRODUCTS COVERED BY GSP.

2. AT VERY LEAST AUSTRIA PLANS TO MAKE STATEMENT AT TDB POINTING TO THESE RESOLUTIONS AND NEED TO INCREASE SUPPORT FOR ITC. HOWEVER IF AUSTRIA FINDS THAT THERE IS ENOUGH SUPPORT FROM OTHER COUNTRIES THEY ARE CON-  
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SIDERING INTRODUCING RESOLUTION CALLING FOR TAKING UP

THE RECOMMENDATIONS AND MAKING THEM EFFECTIVE AS SOON AS POSSIBLE THROUGH APPROPRIATE STRENGTHENING OF THE STAFF OF ITC. OTHER ELEMENTS OF RESOLUTION WOULD BE FOLLOWING: INTRODUCTION OF PROMOTIONAL ACTIVITY SERVICE INTO STRUCTURE OF ITC WHICH WOULD ASSIST DEVELOPING COUNTRIES IN THE FIELD OF MARKETING AND RELATED ACTIVITIES. FOR THIS PURPOSE PROMOTIONAL ACTIVITY SHOULD BE EXTENDED TO INCLUDE: DISTRIBUTION AND SUPPLY STUDY; IDENTIFICATION OF TARGETS; ESTABLISHMENT OF MARKET AND SALES PROMOTION PLAN; BUILDING UP OF MARKETING SERVICES IN EXPORTING COUNTRY; SELECTION OF PUBLIC RELATIONS AGENCY; TRAINING A COUNTERPART TO DEAL WITH PUBLIC RELATIONS AGENCIES AND HANDLING ACCOUNTS. RESOLUTION WOULD SAY THAT BOARD RECOMMENDS THAT ITC (JAG) TAKE UP THIS SUGGESTION TO STUDY ITS VARIOUS IMPLICATIONS INCLUDING THE FINANCIAL ONES AND TO REPORT THEREON WITH A VIEW TO ITS IMPLEMENTATION.

3. MARTINS NOTED THAT PROPOSAL MUCH BROADER THAN INCREASING EXPORT OF GSP PRODUCTS AND COVERS OVERALL OPERATION OF ITC. HE SAID PROPOSAL RESULTS FROM STUDY BY AUSTRALIAN EXPERT WHO HAS WORKED WITH ITC.

4. MARTINS STRESSED THAT PROPOSAL IS AT THIS STAGE ONLY TENTATIVE AND WHEN AUSTRIANS HAVE RECEIVED REACTION FROM OTHER GOVERNMENTS THEY WILL THEN DECIDE WHETHER TO PROCEED WITH PROPOSAL AT TDB. MARTINS REQUESTS AN EARLY TENTATIVE RESPONSE. PLEASE ADVISE BY PRIORITY TEL. CATTO

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE, MEETING AGENDA, ESTABLISHMENT OF OFFICES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 SEP 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** saccheem  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976GENEVA07437  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760359-0984  
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**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EB  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Previous Channel Indicators:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** saccheem  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 12 MAY 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <12 MAY 2004 by greeneet>; APPROVED <09 SEP 2004 by saccheem>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** UNCTAD TDB: PROPOSAL BY AUSTRIA ON INTERNATIONAL TRADE CENTER (ITC)  
**TAGS:** ETRD, US, AU, UNCTAD, ITC, INTL TRADE CENTER  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006